

Quote

the weekly digest

Volume 37—Number 26

Week of June 28, 1959



Hail Columbia!

*Let independence be our boast,
Ever mindful what it cost;
Ever grateful for the prize,
Let its altar reach the skies!*

—JOSEPH HOPKINSON

----- 19th year of publication

QUESTING WITH

Quote

With a pocket full of credit cards the Average American is heading for a happy holiday.

But all is not sunshine and light. Hotels, restaurants and travel ag'ts are beginning to be disturbed by the prevalence of those cards. What started out as a minor accommodation for an occasional guest is now rapidly developing into a nat'l custom.

Travel ag'ts afford an especially good example. Their only compensation comes from the small commissions they garner for making reservations for tourists. When a credit card is used they must pay a 2% commission to the issuing company. That cuts pretty deeply into the 5% or so that they average. So some are rebelling on the credit cards.

”

The Independent Television Companies Ass'n of England have just issued a set of rules for advertisers that have our hearty approval.

Banned from all British channels henceforth are commercials of the “ask mommy to buy” or “ask daddy to get” type.

Moreover, according to the ITCA, youngsters appearing in the ads will be expected to display good manners. If they want something they will be expected to ask for it, not demand it. When

they are shown eating, they will do so properly.

May American stations follow this excellent display of courage and good breeding.

In Milwaukee, the other day, a friend graciously offered to help Dave Morgan on the train with his baggage.

The baggage included a long, narrow box that Mr Morgan, who is the editor of *Trains* magazine, was carrying with him. Inside the box was a hand-made locomotive model. But when Mr Morgan got on the train he found that his friend had contrived to print a sign on the box reading: “Danger—Live Python.”

”

Well, we have just heard one from England that, as the saying goes, gives us pause.

It seems, according to our informant, that a bridal couple, Jim Johnstone, 21, and his bride, Shelia, 19, cut short their honeymoon stay in Inverness, Scotland.

“Our cottage had no tv set,” they complained, “There was nothing to do except eat and sleep.”

”

This, we hope, is the last of the “sick” jokes: “Would you care to contribute to Indian relief, Mrs. Custer?”

may we QUOTE



you on that?

[1] Pres DWIGHT D EISENHOWER, giving advice to 9 state gov'rs about to tour Russia: "Stay in good humor . . . and don't get too mad."

. . . [2] Dr JACK WEINBERG, psychiatrist, at the 1st nat'l conf of the joint council to improve the health care of the aged: "We are so busy planning for the future that when the future catches up with us and becomes the present, we cannot enjoy it because we are again busy planning for you know what." . . .

[3] J EDGAR HOOVER, director, FBI, defending policemen's dignity: "Calling a policeman a cop is like calling a doctor a quack or a writer a hack." . . . [4] WM BENTON, ex-U S senator from Conn, disagreeing with Hoover: "Cop is a vigorous, strong and tough . . . good word." . . . [5] JAS V SCULLY, director of youth activities, American Temperance Soc'y, defining typical American "drunknik": "An emotional midget who climbs into a bottle to feel like a giant; he thinks his parents hate him; he blames his wife for pushing him into the puddle of alcohol in which he is floundering." . . . [6] Sen JOHN MARSHALL BUTLER (R-Md), on the political implications of the expulsion of Chinese Nationalists from the Internat'l Olympic Comm: "The sordid picture of the relentless Communist sports offensive, which has as its primary goal the making of political and propaganda capital, is indicative of the web of intrigue the Kremlin weaves in all undertakings." . . . [7] AL CAPP,

cartoonist, after brief visit to Hollywood to check on movie version of "Li'l Abner": "Never visit Hollywood more than once every 2 yrs and don't stay more than 3 days." . . . [8] MALCOLM MUGGERIDGE, British editor and author, in rebuttal to evangelist Billy Graham's assertion that Central Park (N Y) is more moral than Hyde Park (London): "If after dusk a few couples venture to take advantage of such privacy as parks afford, it is out of fear rather than prudery." . . . [9] PAUL M BUTLER, Democratic nat'l chmn, confiding to political assoc's that his new son-in-law is a Republican: "I'm hoping he will see the light come Nov." . . . [10] JOHN SIMS (SHIPWRECK) KELLY, describing his heroic role in Rome hotel fire: "What the hell, I did just what anybody else would have done. When I woke up and smelled the smoke I went around waking other people up and making sure they got out of the hotel." . . . [11] Gov HAROLD HANDLEY, Ind, who will attend the dedication of the St Lawrence Seaway at Montreal and a reception for Queen Elizabeth II: "I'd probably be more at home with some fine Herefords or Black Angus at the fair." (Later he cautioned newsmen not to say he compared Black Angus with the Queen.)

Quote

Quote

moving finger



The atmosphere is one of rising prices and moderate inflation.

The officials whose duty it is to make substantial purchases for the Gov't are thinking in terms of a 1% rise for the remainder of this calendar yr. The rise may be somewhat more if steel acts promptly to offset wage increases by raising prices. This they are very likely to do.

It is now generally taken for granted that the union will wrest a very substantial wage increase from the steel management. Indeed, some fabricators of steel are already thinking of tightening their price structures in contemplation of this action.

But the users of steel are by no means the only ones to be affected by this contest. The unions representing many other basic lines are merely awaiting the outcome of the steel controversy to make their demands on industry. The steel outcome will more or less set the pattern for wage demands in a great many other cases.

The price rises resulting from these wage increases may not all become effective in this calendar yr, but again the Gov't officials in charge of purchasing are figuring on a gen'l rise of about 3% in commodity prices by this time next yr.

The one important exception would seem to be farm products which, generally speaking, are on the downgrade.

If you are contemplating some substantial purchase—an automobile or a costly household appliance—there probably is nothing to be gained by delay. The article is almost certain to be priced a little higher when you go into the mkt a few mo's hence.

“ ”

The Treasury's plea for an increase in the debt limit will be heeded by Congress at this session. There is really no other way out.

The proposal that the present interest-rate limit on long-term Gov't bonds be lifted is quite another matter. The outcome is uncertain, but nevertheless we think the interest-rate limit has a chance of

passage at this session.

MAXWELL DROKE, *Editor and Publisher*
W. K. GREEN, *Business Manager*

DEPARTMENT EDITORS: Richard Armour, Alice Jacobs. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. EDITORIAL ASSOCIATES: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.



QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9. per year. Second-class postage paid at Indianapolis, Indiana. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Original cover illustrations may be reproduced if credit is given QUOTE. Check with us before reproducing illustrations from foreign sources; some require reproduction fees.

Quote

Titles QUOTE and THE WEEKLY DIGEST are registered with U.S. Patent Office.

Quote the weekly digest

'He who never quotes, is never quoted'

Charles Haddon Spurgeon



AMERICA—Americans—1

Today, 28,500,000 Americans play some type of musical instrument (that's one in six). In '55 there were more than eleven hundred symphony orchestras made up of community neighbors. In '58 there were over two hundred professional symphony orchestras, and more than 250,000,000 records were bought by Americans. In '54 770,840,000 books were sold in the U.S. It is est'd that this figure reached the billion mark in '58.—Jos PRENDERGAST, "New Worlds Thru Recreation," *Recreation*, 6-'59.

APPRECIATION—2

Several yrs ago a publisher of a mag asked celebrities all over the world what they really wanted most—what they would ask for if they could have anything they desired.

One well-known architect wanted a garden, and a very small greenhouse. A famous writer said, "Give me health and I'll take care of the rest." A wealthy society woman wanted a young zebra. Another, a little Vermont farm with a brook, an apple orchard, and an old house furnished with all old things. A prominent lawyer desired most to have an uninterrupted day at his house in the country, with his grandchildren. Another writer wished for the ability to hear the language of animals. One of the

most loved and respected of the celebrities, when asked what she desired above all else, repl'd: "I would ask that I be given an even greater ability to appreciate all that I now have."—"What Do You Want Most?" *Megiddo Message*, 5-30-'59.

AUTOMOBILES—3

Motivational research, plus observations of what sells best, have taught us that most people do not buy a car merely for transportation. They buy a car to demonstrate their social status, to give the driver a feeling of mastery and power, to magnify their own personality.

—ROBT E ALLEN, quoted in *Phoenix Flame*.

AUTOMOBILES—Driving—4

Dr Norbert Riger, Calif State Mental Hospital, insists that strain from driving thru modern traffic with unyielding women challenging truck drivers with right of way is greater than that faced by pioneers who trekked across the West fighting off Indians, bears and buffalos. One of the ladies whom Dr Riger had in mind is referred to by her family as, "Oh, Ma, the dent maker." — JOHN MCCARTHY, *Columbia*, Knights of Columbus.

Quote

washington

By Les & Liz
Carpenter



Rep Frank Thompson (D-N J) hopes Congress will finally pass the bill he's sponsored for 5 yrs to create a fed'l Advisory Comm on the Arts. At a recent House Subcomm hearing on it, Thompson noted several former mbrs of the subcomm aren't back in Congress this yr. "One of them was responsible for killing this bill last yr," Thompson said. "He suspected Communists might be behind it. I asked him why. He said: 'Because one of those fellows who came here to testify in favor of it talked without moving his lips.'" Thompson said he screened the favorable witnesses this yr in advance, to eliminate any possible mouth-shut men, even tho the whole thing puzzled him.

" "

Overheard at the Nat'l Press Club bar: "So many kinfolks have turned up on Capitol Hill payrolls that Washington hotels have cancelled the family plan."

" "

When Senate Democratic Leader Lyndon B Johnson gave Mrs Alice Roosevelt Longworth (daughter of Teddy Roosevelt) a friendly kiss on the cheek at a party, someone asked: "Don't you wish Mrs Longworth were a Democrat?" Said Johnson: "She is a good American." Said Mrs Longworth: "I'm a Bull Mooser—and I haven't had a happy political moment since 1904!"

Quote

BEHAVIOR—5

The "beat" generation is not necessarily rebelling against society. It is instead "acting-out internal conflicts and needs." "Beatniks" are not necessarily sick of life, but "like any group of sick people they want to be left alone." This explanation of beat behavior comes from Dr Francis Rigney, staff psychiatrist for the Veterans Administration Hospital at San Francisco, Calif. Dr Rigney spent more than 100 nights in beatnik dens and dives in the interests of science. . . The male beatnik averaged about 30 yrs of age, while the women averaged 23 yrs. The educational level was 2 yrs of college.—*Science Digest*.

BUSINESS—6

A business is not bricks and mortar, or structural steel. Or rows of desks or stacks of merchandise. There is personality in it — the character of its ownership and mgt and such elements as the kind and quality of its products or services, and the extent of the public's acceptance of them. What we have called "personality" has another name—"good will." No business is correctly evaluated if the element of good will is disregarded.—"What Is a Going Business Worth?" *Trust & Estate News & Views*, Merrill Anderson Co, N Y C.

CHILD—Guidance—7

Fortunate indeed is the child who from his earliest moments has been cradled in an environment of honor and respectability, for the mold of that cradle will be his heritage for life. — ELSIE LANDON BUCK, "What Do We Find In Responsible Motherhood?" *These Times*, 6-59.



mining the magazines

The most fascinating contest we've ever heard of is sponsored by *The Saturday Evening Post*. The procedure is conventional — complete a jingle—but the prizes are spectacular. First prize, believe it or not, is the town of Ulcer Gulch, Ariz. If you win it, you can settle down to prospect for gold, rename it for yourself and send post-cards from it, or—well, whatever you'd like to do with a ghost town if you had one. Second prize is an authentic stagecoach (horses not included). And there are 100 3rd prizes: ten-gal hats, the perfect topper for those who THINK big. Of course, there is one hitch in all this. The only people eligible to enter are advertising men.

How the postal service could help in the conservation program is suggested by Tom Burrier, in "Conservation by Mail," *American Forests* (June). As one incident denoting public interest the author mentions the 10 stamps featuring our nat'l parks, issued by the Post Office Dep't some yrs ago. "I was a ranger at Mt Ranier Nat'l Pk at the time," he quotes a philatelist friend. "Seems like half of the visitors checking in wanted to see Mirror Lake pictured on the 3-cent stamp of the Nat'l Pk series."

"Three-quarters-of-a-billion se-date advertisements!" exclaims the author. "Just imagine what a similar postage stamp program could do for outdoor conservation projects. And at a profit to our gov't!"

The English word "magazine" is derived from 2 Arabic words, *makhazin*, meaning warehouse, and *khazana*, meaning to store up. Brought to England by 16th century travelers, the word gradually came to mean a storehouse or treasury of information. It was 1st used in a literary sense in 1731, when it appeared as a name on the still-flourishing *Gentleman's Magazine*, which described itself as a fine collection of subjects "to treasure up." — *Sunshine Mag.*

The sad state of our civil defense is illustrated by Norma Krause Herzfeld in *America* for June 13 ("Who Cares About Civil Defense?").

"Late one afternoon last fall Washington air raid sirens went off accidentally. In that prime target city most workers and the people going about town ignored the warning. But an estimated 20,000 gov't workers took shelter in their bldgs, or were evacuated into the surrounding sts. The warning was not a take-shelter signal, however, but a signal that the city be immediately evacuated. Those who did take action took the wrong action."

Quote

CHRISTIANITY—8

Too often, people have felt Christianity was a miracle drug to miraculously make life easy without suffering and pain. The purpose of Christianity is not to avoid difficulty, but to produce a character adequate to meet it when it comes. It does not make life easy; rather it tries to make us great enough for life. It does not give us escape from life's burdens, but strength for meeting them when they come.

—JAS L CHRISTENSEN, *Funeral Services* (Revell).

CONSCIENCE—9

A conscience, like a buzzing bee, can make a fellow uneasy without ever stinging him.—THE COUNTRY PARSON, *Register - Tribune Syndicate*.

CONTENTMENT—10

It's not easy to be content with little, but it's much harder to be content with a great deal.—*Banking*.

" "

Contentment is that rare state acquired by a person who schools himself to be satisfied with what he has.—*Tit-Bits*, London.

CREATIVITY—11

The uniqueness of man lies not in ideological systems, but in his capacity for creative thought.—FREDERICK MAYER & FRANK E BROWER, *Education for Maturity* (Public Affairs Press).

CRIME—Prevention—12

It's never been shown that you can scare a man into complying with the law.—JAS V BENNETT, director, Fed'l Bureau of Prisons.

Quote

DEMOCRACY—13

When I get to thinking about the need for Americans to take hold of politics, I always recall the words of a dear old Italian fellow, an immigrant, who one day told me: "Ah, these Americans, they don't appreciate democracy because they don't know what it ain't!"—MURRAY D LINCOLN, pres, Nationwide Ins Co, "Politics, Too, is a Worthy Cause," *Minutes*, 6-'59.

Quote scrap book

JAMES, CARDINAL GIBBONS, prominent Catholic churchman, born 125 yrs ago (July 22, 1834) was a gentleman of considerable wit and resourcefulness as this story attests:

Cardinal Gibbons was once pressed by a newspaper man on matters of church policy. Among other things he was asked: "Do you really believe in the infallibility of the pope?"

"Well," smiled the Cardinal, "he once called me Gibbons."

" "

DISCRETION—14

By the term discretion women mean the ability of passing on a secret in such a way that the seal of a promise isn't broken.—German actor and playwright CURT GOETZ, *Weltbild*, Munich (QUOTE translation).

EDUCATION—15

I was asked recently what value should be cherished most. Someone suggested peace of mind, but this

may be rather a lethargic state; someone else said fame, but this is a transitory state; a third person believed in money, but mat'l goods do not guarantee happiness. Education is man's supreme good.

By education I refer not to tests and measurements, to what happens in the classroom, to grades and graduation, but to the *quality* of relatedness and concern which we exhibit. Education basically depends on attitudes and motivation; like religion it is an inward process, not an outward ritual. The real test of education is how we live as individuals and as groups. If we cherish hatred and antagonism, our education has failed. If we learn how to love, our training has been truly successful. — Dr FREDERICK MAYER, prof of philosophy, Univ of Redlands, "My Teacher," *California Teachers Ass'n Jnl*, 5-'59.

EDUCATION—Women—16

Approx 140,000 young women are graduating each yr from our colleges and univ's — fewer than a hundred of them as engineers. Virtually none receives a doctor of engineering degree or a PhD in engineering. The Russians graduate more female engineers in a yr than we have done in our history.—*School Executive*.

ELASTICITY—17

By elasticity many people mean the ability to bend way over and stick their heads in the sand.—ANTONIO SEGNI, Italian prime minister, *Weltwoche*, Zurich (QUOTE translation).

FARM—Income—18

In '47 there were 10.4 million workers in farming; by '57 there

were only 7.6 million. The average income per worker in farming dropped from \$1,937 in '47 to \$1,793 in '57. During the same period the average annual wage per employed factory worker rose from \$2,598 to \$4,284.—CHAS R KOCH, "The Agricultural Dilemma," *Farm Quarterly*, Summer '59.

FREEDOM—Information—19

To me, freedom of information is the greatest modern cause for which a man can fight. I've never for a moment regretted that I gave my life's work to this fight.—HUGH BAILLIE, *High Tension: The Recollections of Hugh Baillie* (Harper).

FRIENDSHIP—20

It is better to have one common, ordinary, and sincere friend on whom you can count in any emergency than a host of brilliant, well-placed friends who would feel that they had outgrown you the min you needed the encouragement and support their friendship would give.—*Nuggets*, hm, Barnes-Ross Co.

FUTURE—21

My general forecast then is that within 50 yrs the world will have well over four thousand million inhabitants, and quite probably five thousand million. They will be hungrier than they are now, and the process of worldwide industrialization will not have gone very far. I must confess that these conditions do not seem to me to hold much promise for the maintenance of world peace. — CHAS DARWIN, *The Problem of World Population* (Cambridge Univ Press).

Quote



Statue of Liberty

It was 75 yrs ago (1884) this 4th of July that the famous statue of Liberty Enlightening the World was presented to the American minister in Paris. It was the work of the famous sculptor F A Bartholdi. The statue was disassembled and shipped to N Y the following yr.

This month, also, we mark the 110th anniv of the birth of EMMA LAZARUS (July 22, 1849) whose verse was selected to be inscribed on the Statue of Liberty. The lines are as follows:

Give me your tired, your poor,
Your huddled masses, yearning to
breathe free,
The wretched refuse of your teem-
ing shore,
Send these the homeless, tempest-
tossed to me.
I lift my lamp beside the golden
door.

GOAL—22

One half of knowing what you want is knowing what you must give up before you get it.—*Man's Shop*, hm, House of Ensign, S Africa.

GOD—and Man—23

The oriental shepherd was always ahead of his sheep. He was down in front. Any attack upon them had

Quote

to take him into account. Now God is down in front. He is in the to-morrows. It is tomorrow that fills men with dread. God is there already. All the to-morrows of our life have to pass Him before they can get to us.—F B MEYER, *Christian Observer*.

GOV'T—Spending—24

Another thing difficult to understand is why the gov't keeps raising the debt ceiling instead of plugging up the rat holes.—*North Vernon (Ind) Sun*.

HAPPINESS—25

Happiness is not in our circumstances but in ourselves. It is not something we see, as a rainbow. Happiness is not the station we arrive at but the manner by which we arrive. It is the ability to be tough with ourselves but tender with others.—Rev OLIVER G WILSON, *Houston Times*.

HEALTH—Mental—26

25 yrs ago, a person entering a mental hospital with a severe mental disorder, had only a 30% chance of leaving the hospital improved or recovered. Today, the average patient admitted to a mental hospital has better than a 70% chance to be discharged within 6 mo's, as partly or totally recovered.—Judge LUTHER ALVERSON, pres, Nat'l Ass'n for Mental Health, "New Hope for the Mentally Ill," *Eagle*, 6-'59.

HUMAN NATURE—27

Unless someone feels good about you, you cannot like yourself. Unless you like yourself you cannot like others.—GERTRUDE NOAR, "Human Relations—An All-School Emphasis," *Baltimore Bulletin of Education*, 4-'59.

....pathways to the past.....



July 19—Feast of St Vincent de Paul. . . 655th anniv (1304) b of Francesco Petrarch, great Italian poet and humanist; inaugurator of the Renaissance in Italy. . . 145th anniv (1814) b of Sam'l Colt, inventor of 1st automatic firearms; in 1836 he pat'd the "six shooter," "the gun that won the west". . . 125th anniv (1834) b of Edgar Degas, French painter of the impressionist school. . . 45 yrs ago (1914) the Allied nat'ns of World War I were faced with a serious crisis as they released figures showing success of Germany's submarine warfare. U-boats were sinking 1,600,000 tons of shipping a month, almost 3 times the world's annual production.

July 20—100 yrs ago (1859) baseball fans were charged admission for the 1st time. Some 1500 spectators paid 50 cts each to see Brooklyn play New York. (Baseball players did not receive remuneration until 1868 when they were paid a share of the gate receipts.) . . . 65 yrs ago (1894) Fed'l troops were withdrawn from Chicago with the settlement of the Pullman strike, one of the bitterest labor conflicts in history.

July 21—30 yrs ago (1919) John Boettner, pilot of the *Wingfoot* balloon of Goodyear Tire & Rubber Co, became 1st mbr of the Caterpillar Club. He parachuted 1200 ft to safety while his balloon crashed into a bldg at LaSalle St and Jackson Blvd, Chicago, killing 3 persons

and injuring 28. . . 15 yrs ago (1944) Franklin D Roosevelt was renominated by the Democratic Nat'l Convention for a 4th term.

July 22—Feast of St Mary Magdalen. . . 130 yrs ago (1829) Wm A Burt, Mt Vernon, N Y, rec'd patent on his "typographer," believed by many to be the 1st typewriter in history. . . 125th anniv (1834) b of James, Cardinal Gibbons, Archbishop of Baltimore, "a progressive and patriotic citizen". . . 110th anniv (1849) b of Emma Lazarus, who wrote the inscription on the Statue of Liberty (see GEM box).

July 23—Fast of Tammuz (Hebrew Holiday). . . 55 yrs ago (1904) the ice cream cone was invented by Chas E Menches, St Louis, Mo.

July 24—30 yrs ago (1929) in the presence of rep's of 43 nat'ns, Pres Hoover called the Kellogg-Briand Treaty in force. Under the terms of the pact these nat'ns had agreed to renounce war as an instrument of nat'l policy.

July 25—Feast of St James the Greater. . . **Feast of St Christopher.** . . . 115th anniv (1844) b of Thos Eakins, American portrait and genre painter. . . 105th anniv (1854) b of David Belasco, theatrical producer.

Quote

INDUSTRY—Beauty—28

Some economists are ready to agree with the Don Juans that beauty is worth pursuing even if it is only skin deep. American gals from 8 to 80 are now shelling out so much money for cosmetics that the industry is among our top 20 in a nat'n where "industry" usually calls to mind steel, freight cars, aircraft, autos, and other "not so dainty" products.—*Horizons*, syndicated by Cambridge Assoc's.

66

In our modern space age
It's worth remarking,
The space referred to
Is outer—not parking.
—SUZANNE DOUGLASS.

29

99

INITIATIVE—Lack—30

The processionary caterpillar travels in "caravans" thru the trees on which they feed in a slow, nose-to-tail procession. French naturalist Henri Fabre once lured a train of them onto the rim of a large flowerpot making an unbroken circle of furry bodies. Deprived of a leader and without a destination, they patiently circled the flowerpot rim for almost a wk until they died of exhaustion and starvation. Incapable of individual action, they perished within easy reach of a plentiful food supply. — *Capsuled Comments*, W Carrolton (O) Parchment Co.

JUVENILE DELINQUENCY—31

There isn't such a thing as a problem boy. He's just a boy with problems.—*Grit*.

Quote

LABOR—Automation—32

The entire dilemma of the labor movement is focused on (one) brother's question: ("What am I going to do on Monday?"). It cannot center its attention on the glorious promises of tomorrow, with its automatist world, limitless production and endless leisure. There are problems, and no discussion is relevant which ignores these problems. Automation is not an academic theory to those responsible for leading labor and those affected by it. It is an ever present disturber of existing relationships in employment, contract, productivity and economic expectancy.—KERMIT EBY, "Labor & Automation," *Current History*, 6-'59.

LEISURE—33

As automation advances, as new sources of energy are applied in industry, as the hrs of labor decline, we have the chance to become truly human by using our new and disturbing leisure to develop our highest human powers to the utmost.—ROB'T HUTCHINS, pres, Fund for the Republic, *Recreation*.

LIFE—Living—34

We live, and we learn, as much by unconscious absorption and imitation as by systematic effort. The impact of life around us is continuously affecting us in countless ways of which we are unconscious. We are endlessly noticing things, responding to things, remembering things and forming impressions, then storing them away somewhere within our mind and hearts—for future reference, if we but learn to tap this hidden reservoir.—LUELLA B COOK, "Writing as Self-Revelation," *English Jnl*, 5-'59.

MARRIAGE—35

Fidelity begins in the mind and is that willing discipline which seeks within marriage the fulfillment which a casual morality suggests can be found without restriction. Fidelity is the willingness to put loving fences around your marriage in the knowledge that only within those fences are the things which build for peace and genuine enrichment.—THOS S GEE, *Presbyterian Life*.

MEDICINE—36

After a look at some of the recent advances in the field of medicine, humorist Jas Thurber, tongue in cheek, suggested that the man of the future would be composed largely of synthetic textiles and fabrics . . . with the aid of (the oil-derived chemicals that prompted his observations), scientists and mfrs have produced anesthetics, vitamins, tranquilizers, "wonder drugs," artificial bones, limbs and arteries, a substitute for blood plasma, and a host of other medicines, plastics and textiles that are revolutionizing medical practice. . . "Nature realizes," said Thurber, "that we have to be turned into something as durable as the toughest dry goods if we are to endure the wear and tear caused by the frightening tempo of our times."—"The Doctor's Versatile Allies," *Imperial Oil Review*, Imperial Oil Co of Canada.

MEMORIES—37

The little things you laugh about now are the chisels with which you will sculpture your happiest memories.—LOUIS PAUL LEHMAN, "And The Twain Shall Be One Flesh," *Moody Monthly*, 6-'59.

MUSIC—Appreciation—38

We once spent a summer near Lake Arrowhead, directly across the California canyon from the summer home of Madame Galli-Curci. One evening a blind man, also a gifted singer, visited us. We asked him to sing and he chose *Where the Four-leafed Clover Grows*.

He had sung only a few bars when, from across the canyon, came the glorious voice of Madame Galli-Curci, singing the obbligato. That beloved soprano never knew what a wonderful gift she bestowed on our blind friend—and all of us.—E A McPHERSON, *Together*.

OPTIMISM—39

If I regarded my life from the point of view of the pessimist, I should be undone. . . But since I consider it a duty to myself and others to be happy, I escape a misery worse than any physical deprivation.—HELEN KELLER, *Optimism, My Key to Life*.

PERFECTION—40

Once a friend said to him (Fritz Busse, the German artist): "You have now done this illustration ten times. No one will thank you for it. Many will not even see the differences between your various renderings." To which Busse repl'd: "You may be right, I'm doing this for my own amusement. Art done intensely, with my utmost effort, is its own reward. Why should I deny myself the pleasure of doing a job as perfectly as possible?"—ERVINE METZL, "The Work of Fritz Busse," *American Artist*, 6-'59.

Quote

POPULATION—Census—41

Plans are being completed for the 1960 population census. The census dates back to the Constitution, which requires a census every 10 yrs. First one was in 1790 when the population was under 4 million. About 160,000 enumerators will be employed, beginning April 1, 1960; total cost will approximate \$118 million. It is expected that the census will reveal a population of 180 million.—*Survey Bulletin*.

PRAYER—42

Prayer requires preparation. A wise counselor once said, "When you have only 2 min's for prayer, spend one of them in preparation." —Division of Evangelism, quoted in *Christian Observer*.

" "

Geo Muller is reported to have remarked that the most important part of prayer was the 15 min's after he had said, "Amen."—Quoted in *Moody Monthly*.

PREJUDICE—43

An unprejudiced mind (or one that has managed to get rid of its prejudices) is probably the rarest thing in the world; and it is to non-prejudice that I attach the greatest value. — ANDRE GIDE, "An Unprejudiced Mind," translated by JUSTIN O'BRIEN, *Harper's Bazaar*, 6-'59.

RACE RELATIONS—44

We can all use the lesson of the little boy who was to have a birthday party. He was making up his guest list and reading it to his

mother. She stopped him at one name and asked, "Isn't that a little boy who is colored?"

"I don't know," he repl'd, "but the next time I see him I'll look." —Mrs PAUL BROWN, quoted by DORIS QUINN, "Panel of Americans," *Secretary*, 6-'59.

RELIGION—Science—45

Every now and then I am told by some provincial pseudo-intellectual who has never worn the spurs of either science or religion, who would be as much at a loss with a test tube as he is with the Ten Commandments, that this dawning latest, potentially greatest technological advance by mankind is somehow in the nature of an embarrassment to the Christian faith! In the name of God, how is it an embarrassment? Why an embarrassment? What page of the Bible will it indict? What doctrine will it amend? What creed will it deny? Won't it rather reissue some Psalms, and reprint in capital letters such words as "The heavens declare the glory of God; and the firmament sheweth His handy-work"? — FREDERICK B SPEAKMAN, *Love Is Something You Do* (Revell).

SAFETY—Safe Driving—46

Almost 6,000 lives could be saved in a yr in automobile accidents if everybody used seat belts. That's the estimate of a Cornell Univ study. — DONALD R MURPHY, *Wallace's Farmer & Iowa Homestead*.

SCIENCE—47

At the end of the war, there was no question where the leadership in science was to be found. It was right here in this country. . . Today, there is a question where the

Quote

leadership lies. And there is no question which country is developing scientists. This country is Russia. I think there cannot be a shadow of a doubt—it becomes clearer each yr—that, 10 yrs from now, Russia will be the unquestioned leader in the scientific field. If we begin now to work very hard in science education, we can regain the lead later on. If we do not begin now—and in a big way—the Russian Communists will shape the world of the yr 2000.—Dr EDW TELLER, developer of the H-bomb, *U S News & World Report*.

SPACE TRAVEL—48

An American on the moon in 5 to 10 yrs? Dr Wm C Pickering, head of Caltech's Jet Propulsion Lab'y, claims American technology will develop a vehicle to do just this within that time. In a speech, Dr Pickering described a family of four space vehicles: Vega, Centaur, Saturn and Nova. The last will be a 260 ft-high rocket using as its first stage a cluster of four 1.5 million-pound thrust engines now under development. According to Dr Pickering, Nova could carry two men to the moon.—*Science Digest*.

SPEECH—Speaking—49

Far too many people nowadays aim to say precisely nothing. Think of some of the broadcast discussions you've heard. How many of them stand up to the acid test of the simple question, "So what?" How often when you've listened to a speech can you think it over and say to yourself, "Yes, he said this—and this—and this?" It's not very often, is it? — RODERICK MACLEAN, *Toastmaster*.

TRAVEL—Travelers—50

A good traveler does not, I think, much mind the uninteresting places. He is there to be inside them, as a thread is inside the necklace it strings. The world, with unknown and unexpected variety, is a part of his own leisure; and this living participation is what separates the traveler and the tourist, who remains separate, as if he were at a theater, and not himself a part of whatever the show may be.—FREYA STARK, *Alexander's Path* (Harcourt, Brace).

Our clothes are pre-shrunk;
our food is pre-cooked,
But there's one item science
has spurned:
Without more ado, let us find
this one too—
A salary already pre-earned.—
KEN KRAFT.

51

TROUBLE—52

Troubles are like childhood diseases; when you get them young they don't hurt, and you learn what to do about them, and you develop some immunity to them; but when you get them old, they hurt badly, and it's hard to take them in stride. — LOUIS BINSTOCK, *The Road to Successful Living* (Simon & Schuster).

TRUTH—53

I do not think of truth as being made of granite, but rather as resembling a note of music, a note which we instantly recognize as the right one as soon as it is struck.—IRIS ORIGO, *Think*, published by International Business Machines Corp'n.

Quote

GOOD STORIES

you can use...



I Laughed At This One

DAN BENNETT

At Aden, the entrance to the Red Sea, the operators of a large telegraph co work in a large, lofty room. One of the ceiling fans was out of order, and a mechanic was attending to it, working from the roof outside. When he had it fixed, he wanted someone to see if it worked properly. So he called to one of the operators: "Bartlett!"

Bartlett looked all around to see who had called him.

"Bartlett!" came the call again. By this time the whole room was looking around.

"Bartlett!" came the unknown voice again. Bartlett, assuming a hushed, reverent voice, said: "Speak, Lord, Thy servant heareth."

For 10 min's communication between Europe and the Orient was at a standstill.

A wealthy Texan—so the tale is told—asked his chauffeur to make a U-turn in the middle of the st, and was told that the city's traffic laws were strictly opposed to such a maneuver.

"Then stop the 1st Cadillac coming in the opposite direction," the Texan ordered, "and buy it."—JOE MCCARTHY, *American Wkly.* d

The preacher had tied the knot and was filling out the certificate. The young man, who appeared very nervous, spoke at last. "How much do I owe you?"

The parson smiled. "As much as you think the girl's worth."

The young man handed him a dollar, which the minister took without comment. The young man was reluctant in leaving; in fact, the minister thought he wasn't going to get rid of the couple.

"Have I forgotten anything?" he finally asked.

Said the young man, "Yes, sir, my change." — *Woodmen of the World Mag.* a

" "

Police inspector to lady driver whom he has stopped: "Your driving license seems to be valid, madam. Now suppose you tell me how in the world you ever got it."—*Liverpool (England) Echo.* b

" "

An ardent young lover was dismayed. "I can't seem to make the grade," he told a friend. "I even failed with Jane."

"What happened with her?" the friend asked.

"Oh, I started off well," repl'd the lovesick lad. "I told her I was knee deep in love with her."

"And what was her reaction?"

"She promised to put me on her wading list."—T & J GOOTE. c

Quote

.....Quote-able QUIDPS

He was training his dog to "talk" for his meals. Therefore he would hold the dog's food just out of reach and bark a few times before giving it to him. He hoped the dog would associate barking with food and begin to "speak" for himself.

After a wk of going thru this routine, he again held the food out of reach and waited for the dog to bark. The puppy did not respond to the cue, but being kindhearted the man put the dish before him anyway.

Then came the shocker—the dog refused to eat until his master barked.—*Jnl of the American Medical Ass'n.*

A newcomer, aged 9, appeared at the gen'l delivery window at Boyd, Tex, reports postmaster Helen A Walker, and asked for his family's mail. When he was handed the mail, he inq'd, "Do you give S & H green stamps?" — *United Mine Workers Jnl.*

A young minister assigned to a rural parish had been doing his best to convert the town souse. But aside from inducing him to attend one service, he had been quite unsuccessful. One morning the parson met the drunk on the st, carrying his usual load of cheer. "Nels," said the minister disgustedly, "how does an old inebriate like you ever expect to pass thru the gates of heaven?"

"Oh, I'll just use the same system I did to get into speakeasies during prohibition," repl'd the drunk. "Rap 3 times and ask for Pete." — *SAM CARLISLE.*

As soon as you become adjusted to an active conscience, the darn thing becomes retroactive.—*HAROLD COFFIN.*

A perfectionist is a person who chooses a picnic site as if it were to be a permanent home.—*DOROTHY MARTIN.*

The only culture many children are exposed to is bacteria.—*BERT KRUSE.*

To many, the most important ingredient in the recipe for success is crust.—*PHIL H TUSETH.*

In the game of love it is often the jack that takes the cute trick.—*D O FLYNN.*

About the only thing people have trouble affording in our present economy is the 1st of the month.—*PEP MEALIFFE.*

The main difference between Russia and the U S is in the former the State owns everything and in the latter the finance companies do.—*GEO N HALL.*

People who live in glass houses make interesting neighbors. — *DAN REVELLO.*

One way to make people slow down in their driving would be to call it work.—*EDNA MAY BUSH.*

Quote

The burglars were busy in the store.

"Just look at the price of those suits!" exclaimed one. "Downright robbery, ain't it?" — *Bruce Magazine*, hm, E L Bruce Co. h

light armour

Richard Armour



Something To Bank On

The American Bankers Association urges banks to use photos of babies, pretty girls, and an occasional humorous touch in their advertising.—News item.

When advertising banks, you can't show photographs of money. Instead, you picture someone cute, An infant or a full-grown beaut, Or wax a trifle funny.

A list of names of veeps and such Is dignified and simple, But somehow doesn't catch the eye Of reader or of passerby As does a baby's dimple.

A statement of the cash on hand Is not an eye arrester, But figures of another kind Start wheels to turning in the mind Of any male investor.

So use some pix of babes and babes And make them cute and numerous, And, bankers, when you advertise, If you would touch the moneyed guys Be sure the touch is humorous.

Quote

An imitative New England lad, aged 9, having watched his father fill out an identification card for his wallet, insisted on having a card for himself. He filled his out as follows:

Name: Peter Walsh

Business: Corry's Lane

Address: New Hampshire

Telephone: VO 7-0911

Blood type: Good

In Case of Illness Notify: The Doctor.—*New Yorker.* i

" "

The story is told of a young lady planning a June wedding. Recently when she complained to her mother that her fiancé was very tight with money, she was told, "You should be pleased. A girl is fortunate to be married to an economical man."

"I suppose so," replied the bride to be, "but it's awful being engaged to one."—*Wall St Jnl.* j

" "

From a report of the American Psychological Ass'n: "Women who are co-operative and good sports are more likely to have big families."—*Jnl of the American Medical Ass'n.* k

" "

The grey-spatted suave N American diplomat was a great story teller. On a visit to Mid-Africa, he related a lengthy anecdote. His interpreter turned to the natives, said only four words, and everyone laughed heartily.

"How," asked the diplomat, "could you tell the story so quickly?"

"Story too long," replied the interpreter, "so I say, 'He tell joke. Laugh.'"—*Wisconsin Jnl of Education.* l

*No one can ever edit
a more complete Concordance . . .
It indexes every word in
every passage of the Bible*

● One hundred years ago James Strong began work on his concordance. He and 100 associates toiled for over 30 years to complete this magnificent reference work. No one can ever improve upon it for it indexes *every word* in the Bible. If you are sure of just *one word* in a Bible text, you can trace it down through Strong's. Moreover it provides complete topic list-

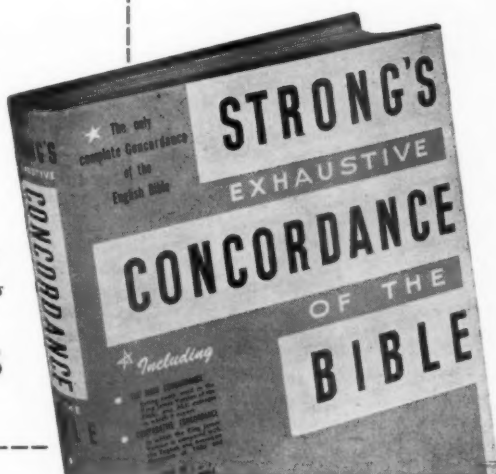
ing. What does the Bible say of "compassion"? Strong's gives you 47 references.

Twenty five years ago, as merchandising counsel for Abingdon Press (Methodist Church) Maxwell Droke prepared a promotion program to revive Strong's Exhaustive Concordance of the Bible. Since that time twice as many copies have been sold as in the preceding 40 years. We recommend this book without reservation.

22nd printing
117,000 sold
1808 pages

*New and
Comparative
Concordances
with Hebrew and
Greek Dictionaries*

\$13⁷⁵



DROKE HOUSE, Dept. Q-24, Indianapolis 6, Indiana

Prof LEO W SIMMONS, Yale Univ, addressing social welfare conf in San Francisco: "The world never before has witnessed such a high proportion of people living on what has been called borrowed time. We are emotionally confused and can't decide how long to stay young or when to get old."

1-Q-t

" "

Rev J A McCLELLAND, Presbyterian College of Montreal: "Many suburbanites are mbrs of a bourgeois society facing the dangers of middle-class economic virtues. . . They are the "neatnik" generation because everything, including religion, fits nicely into place for them."

2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

We can't be the only one who lives in a climate conducive to mildew. If this is one of your problems, you'll be interested to hear about a new liquid said to stop mildew in damp closets; also to remove mildew stains. You can spray it anywhere to end unpleasant odors; it can even be injected into mattress or upholstered furniture. Comes in an 8-ounce bottle, with spray gun, nozzle, and hypodermic needle. \$4.25. *Hypotomic, Box 314, Palmetto, Fla.*

And if you have a wet basement, here's something helpful. Even if water is gushing thru a break in

basement floor or wall, you can stop it by placing a plug of new repair compound in the hole. Hold it for 5 min's, and the leak is sealed. You can also brush this waterproofing mat'l on fine cracks. It will anchor fixtures to concrete, and seal pipe-masonry joints. \$1.75 a qt from *Camp, 6958 S State St, Chicago 21, Ill.*

You can clean paint drips easily from brick or masonry with another new compound. Brush on, leave for 4 min's, rinse with clear water. That does it. \$2.90 a qt from *Morrow Chemical, 18317 Jas Couzens Hwy, Detroit 35, Mich.*

